

Montana Historical Society Agency's Goals and Objectives		
Measurable Objectives for the 2017 Biennium		
Goal	Measurable Objectives	Current status of Measures
Increase visibility and reputation by expanding and improving directed marketing activities and public relations to promote the MHS and its services to a broad audience.	<ol style="list-style-type: none"> 1. Outreach to Montana communities through public programs, educational workshops, consultations and collections. 2. Develop fund-raising structure for ongoing growth in private funds. 3. Customer count in all programs. 	<ol style="list-style-type: none"> 1. Increase engagement and audiences reached. 2. Increase private donations and number of donors. 3. Customer counts increase.
Preserve resources and disseminate knowledge by extending and improving ways that heritage resources are acquired, maintained, and presented for both long-term preservation and use by the public.	<ol style="list-style-type: none"> 1. Assess all collections facilities to improve space utilization and conditions. 2. Continue Implementing Security Plan. 	<ol style="list-style-type: none"> 1. Increase available storage at Scriver and Highway. 2. Objects in need of conservation are identified and work completed.

<p>Broaden engagement and expand learning by building upon core educational programs and services while exploring new deliver systems and collaboration for expanding opportunities to educate the public about Montana's heritage.</p>	<ol style="list-style-type: none"> 1. Expand audiences on a wide variety of platforms. 2. Expand publications audiences through e-publishing . 	<ol style="list-style-type: none"> 1. Growth in content and audiences on all new media platforms. 2. Increase number of books available as e-books. 3. Customer service functions operate smoothly and efficiently.
<p>Staff and Board of MHS share a common vision and work together as a cohesive organization, using individual expertise and established procedures for accomplishing sustainability of MHS.</p>	<ol style="list-style-type: none"> 1. Actively seek strategic partners. 2. Identify skillsets for future staff. 	<ol style="list-style-type: none"> 1. Increased collaborative ventures in all programs. 2. Consider job descriptions, training needs, position classifications to improve skills, and retention.